



Identifying & Closing

Your Online Profit Gaps

A Guide for Dental Practices





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As a growth-minded dental practice, your online presence is key to your long term success. Simply having a functioning website is no longer enough to set you apart from the competition.

So what is an “Online Profit Gap?”

Missed opportunities or inefficiencies in various aspects of your online presence can be slowing your practice’s growth.

If your website or online presence is not living up to your investment or bringing in enough leads, we consider this an **Online Profit Gap**.

There are several common causes for Online Profit Gaps, but with the right knowledge and understanding, the solutions are often simpler than you might expect.

GAP **1** Your Website is Underperforming

Modern Dental Practices need a website that can harmonize with their vision and resonate with their patients. A purpose-built, well-designed website can increase confidence in your practice, while also serving as a lead generation engine to convert online interest into long-term patients.

Here are some examples of what a website should include:

- **High-quality, relevant content:** Accurate and up-to-date information that is valuable to your audience. This includes detailed descriptions of the services you provide, along with answering common questions patients may be searching for.
- **User-friendly navigation:** A well-built website should have a clear and intuitive menu structure, allowing users to easily find the information they are looking for.
- **Clear Calls to Action (CTAs):** This is how you cross the bridge from interest to conversion. Having clear CTAs in place, such as chat widgets, web forms, and contact information will help your audience reach out to you.
- **Mobile-friendly design:** With more and more users accessing websites from mobile devices, it's essential that a website is designed to be easily navigated and viewed on a variety of screen sizes.

If your site doesn't meet the above criteria, implementing these concepts could be the first step toward closing this gap.

GAP **2** Your Email List Isn't Bringing in Business

The topic of **Email Marketing** warrants an entire guide in and of itself, but our goal here is to explain one concept that may not be fully implemented by most dental practices:

Build your email list by collecting opt-ins at every opportunity.

Collecting opt-in consent is vital to stay on top of the CAN-SPAM Act and HIPAA requirements that are inherent to email marketing.

There are several easy opportunities to grow your email list:

- **Website form**
- **Newsletter sign ups**
- **Social Media**
- **Front Desk**

Once you have invested time and effort into building your list and obtaining opt-in consent, are you actually reaching your audience and fulfilling their needs?

Most practices are utilizing email to stay connected with their current patients by sending out appointment reminders, promotions, and patient education.

But what about potential patients? We can nurture the interest of website visitors or social media followers by providing content with real value. As you begin to build trust with your audience, you can nurture this organic interest into **real leads** and **value for your practice**.

GAP **3** **Your Conversion Rate is Too Low**

This is another topic that we could write a whole book about. A low conversion rate can stop a practice's growth in its tracks. So how do we close this gap?

This may sound almost too basic to mention, but we have found that many practices aren't set up to facilitate this.

Your staff or lead management system should respond quickly and clearly to potential patients, providing them the information they need.

Here are a few concepts to remember as you work on closing this gap:

A well trained staff can offer potential patients something AI can't: personalized interactions, adaptability and empathy. Your staff should be well versed in facilitating leads to ensure your conversion rate stays at an acceptable level.

AI lead management is becoming more relevant every day.

Implementing an AI-powered web chat, for example, can provide you with efficiency, scalability, and consistency.

Automation is an extremely valuable tool for a growing practice.

Automating patient follow ups and the solicitation of reviews is a simple way to nurture relationships with patients.

The ideal approach for increasing conversion rates for your practice may involve a combination of both human and AI elements, leveraging the strengths of each to effectively manage leads and drive business growth.

GAP **4** **No Social Media Strategy**

Do you have a strategy in place? Social media is no longer just about going viral, or posting your specials. One strategy successful practices follow is to use their social media accounts as a “funnel” to attract leads.

Imagine this funnel as having three tiers:

Get more eyes

Build trust

Get more conversions

The social media content you post should fall into one of these categories, as simply focusing on only one part of the funnel is not an effective strategy. There are many ways this can be implemented to ensure you are staying true to your brand and message, but thinking with these concepts can be a good place to start.

A Social Media presence is a no-brainer in the digital era. You don't have to become an influencer to create value for your practice if you have a strategy in place.



Your content isn't well optimized for search engines

Search Engine Optimization, or **SEO**, is vital to your long term success online. Proper SEO can help drive organic traffic to your website, but it is important to understand what actions you can take that will signal to Google's search algorithm that your website is worth ranking highly in their search results.

Here are some ways to get the ball rolling on your SEO without having to be an expert:

- **Local Optimization:** Your Google Business Profile is a proven way to reach potential patients, so make sure you are getting the most out of it by getting patients to leave reviews.
- **Provide High Quality Content:** Your homepage and sub-pages should be filled with information that is highly valuable to potential patients. Answer common FAQs and provide information such as candidacy, recovery, results and cost of your procedures
- **Know your Keywords:** Proper keyword selection can give you a boost in search rankings. Take a look at your highest return procedures and build your content around these topics.

Consider creating a blog that is dedicated to your area of expertise. This can seem like a daunting task, but the work can be offset with AI tools.

When utilizing AI-generated content to create blogs, it is important to review and edit the content yourself, as you are the expert that your patients trust as a source of information.

This way, your knowledge and expertise can help ensure the blog content you are posting is creating actual value for the reader. **Regularly posting content to your site** is a great way to increase your digital footprint and update your website with fresh, topical content.

Site functionality can also be a factor when it comes to your website's ranking power. A well optimized website that is mobile friendly and loads quickly will have the advantage when it comes to Google's search results, as these are all concepts that Google has indicated it is looking for with its search algorithm.

A slow or outdated website could be creating its own profit gap.

If you want to go deeper into your SEO and further optimize your website's functionality and content, consider hiring an SEO specialist or professional to get your site up to speed.

in Conclusion

Recognizing and actively addressing online profit gaps is vital for your practice to thrive in the digital era. The online landscape is competitive, so a proactive approach can set you apart from your competition as your practice continues to grow.

Continuing to expand your online presence and strategy will lead to greater brand visibility, patient engagement, and long-term **success for your practice.**

Want more?

As **The Digital Agency for Growth-Minded Dental Practices**, Influx specializes in creating brilliant dental marketing strategies for a dazzling digital presence.

We build websites that put smiles on faces. And we can help you identify your online profit gaps — and start closing them.

[**Click Here to Start Closing Your Online Profit Gaps**](#)